

CLAIMS

We claim:

1. A composition comprising a retroviral vector comprising nucleic acid encoding Heparin-binding epidermal growth factor-like growth factor (HBEGF) fused to nucleic acid encoding a green fluorescent protein (GFP).
2. A composition according to claim 1 wherein said GFP is selected from the group consisting of GFP from *Renilla Mulleri*, *Ptilosarcus Gurneyi* and *Aequorea*.
3. A composition according to claim 1 wherein said vector further comprises an IRES-site.
4. A composition according to claim 1 wherein said vector further comprises a 2a site.
5. A composition according to claim 1 wherein said vector further comprises a promoter of interest fused to said nucleic acid encoding said HBEGF.
6. A composition according to claim 5 wherein said promoter is the IL-4 ϵ promoter.
7. A method of screening for bioactive agents capable of inhibiting an IL-4 inducible ϵ promoter, said method comprising
 - a) combining a candidate bioactive agent and a cell that does not endogeneously express Heparin-binding epidermal growth factor-like growth factor (HBEGF), said cell comprising a fusion nucleic acid comprising:
 - i) an IL-4 inducible ϵ promoter; and
 - ii) nucleic acid encoding HBEGF;
 - b) inducing said promoter with IL-4;
 - c) adding diphtheria toxin to said cell;
 - d) determining whether said cell is dead.
8. A method according to claim 7 wherein said combining is done by introducing a retroviral vector comprising nucleic acid encoding said candidate bioactive agent to said cell.
9. A method according to claim 8 wherein a library of retroviral vectors comprising a library of candidate bioactive agents is added to a population of cells.
10. A method according to claim 8 wherein said retroviral vector further comprises nucleic acid encoding a fluorescent label.

11. A cell line for screening selected from the group consisting of CA-46 and BJAB, said cell line comprising a fusion nucleic acid comprising:

- a) an IL-4 inducible ϵ promoter; and
- b) nucleic acid encoding Heparin-binding epidermal growth factor-like growth factor (HBEGF).

12. A method of screening for bioactive agents capable of inhibiting a promoter of interest, said method comprising

- a) combining a candidate bioactive agent and a cell comprising a fusion nucleic acid comprising:
 - i) a promoter of interest; and
 - ii) nucleic acid encoding Heparin-binding epidermal growth factor-like growth factor (HBEGF);
- b) optionally inducing said promoter;
- c) introducing diphtheria toxin to said cell; and
- d) detecting the presence of said cell, wherein the presence of said cell indicates that said agent inhibits said promoter.

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